

RJ REYNOLDS

TOBACCO COMPANY

COPY

August 21, 1997

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

WINSTON B2GF CAP / PROMOTION #700927

Dear Harry:

WINSTON regular product has been ordered (see quantities listed below), as well as 14 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

| <u>UPC Code</u> | <u>WINSTON</u> <u>Brand Style</u> |
|-----------------|--------------------------------------|
| 12300-11112 | Light |

| <u>Case</u> <u>Size</u> | <u>#/ Cases</u> |
|----------------------------|-----------------|
| 12M | 1 |

Product / Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$709.17

Non-EFT \$ Amount:

\$N/A

51844 8552

-2-
B2GFP
LAVIN CANDY CO.

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$26.13 (0.93 case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162301

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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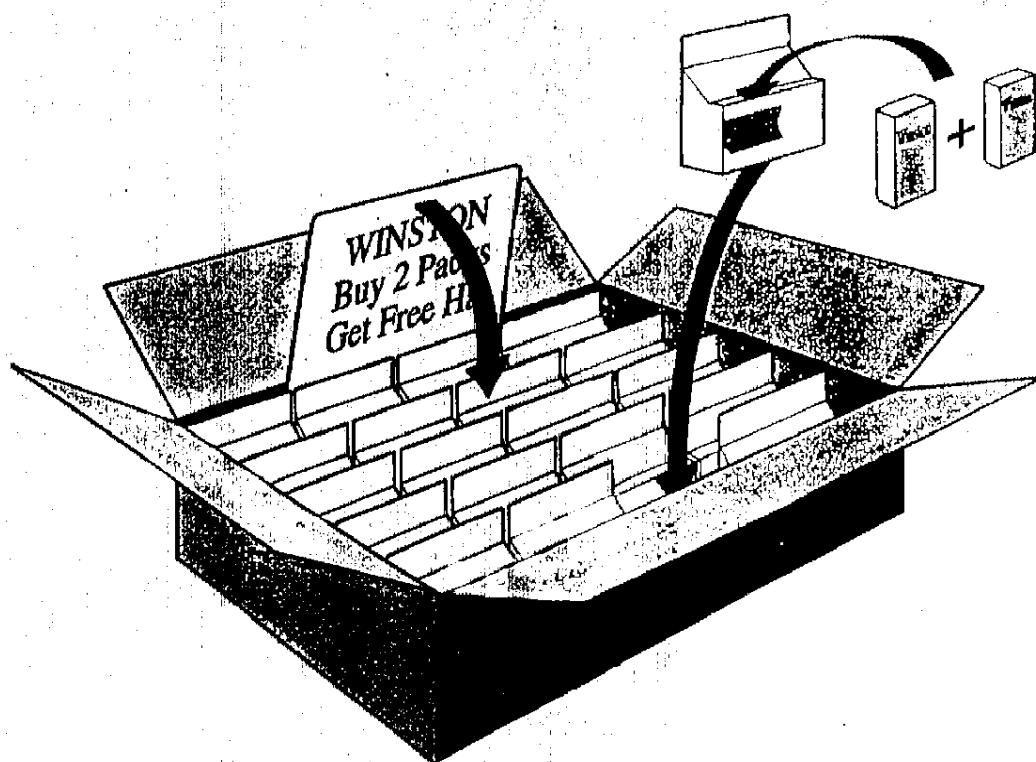
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR. '97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

| | | | | | | |
|-------------------|-------------------|--|--|--|--|--|
| Brand Style | <i>LIGHT KING</i> | | | | | |
| Number of Cartons | <i>4</i> | | | | | |

51844 8554

The right premium CAPS everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



51844 8556

No additives in the smokes.
Lots of additives in
your cash register.

BPEN5582

WORKPLAN VAP TEMPLATE LISTING

PAGE: 17
DATE: 97-08-11
TIME: 03:12 PM*
WHOLESALE : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|----------------|----|-------|-----|-----|----------|----------|----------------|
| 162201 | 162323 | 178080 | NORMANS GROCERY | ST REGIS AVENUE | BLOOMINGDALE | NY | 12913 | 1 | | | | (518) 891-1890 |
| 162201 | 162323 | 619806 | CODY'S GROCERY | 2946 MILITARY TUR | WEST CHAZY | NY | 12992 | 1 | | | | (518) 561-6858 |
| 162201 | 162323 | 767109 | E-M MARKET | 156 BROADWAY | SARANAC LAKE | NY | 12983 | 1 | | | | (518) 891-2485 |
| 162301 | 162323 | 177788 | CHUCK WAGON | 121 BRINKERHOFF S | PLATTSBURGH | NY | 12901 | 1 | | | | (518) 563-6300 |
| 162301 | 162323 | 177852 | LOUS GROCERY | 38 SAILLY AVE | PLATTSBURGH | NY | 12901 | 1 | | | | (518) 563-6061 |
| 162301 | 162323 | 177923 | H ROCKS GROCERY | ROUTE 22 | SCHUYLER FALLS | NY | 12985 | 1 | | | | (518) 643-8028 |
| 162301 | 162323 | 402300 | ST DENIS GROCERY | 120 CORNELIA ST | PLATTSBURGH | NY | 12901 | 1 | | | | (518) 561-9369 |
| 162301 | 162323 | 498171 | SOUTHSIDE GROCERY | 4788 CRETE BLVD | PLATTSBURGH | NY | 12901 | 1 | | | | (518) 561-6788 |
| 162301 | 162323 | 679124 | BYRD'S COUNTRY STOR | 38 STATION RD | WILLSBORO | NY | 12996 | 1 | | | | (518) 963-7277 |
| 162301 | 162323 | 752635 | SNOKE-N-NEWS EMPORI | 5155 US AVE | PLATTSBURGH | NY | 12901 | 1 | | | | (518) 563-8220 |
| 162301 | 162323 | 767981 | BILL'S MINI MART | ROUTE 22B BOX 8A | MORRISONVILLE | NY | 12962 | 1 | | | | (518) 561-8500 |
| 162301 | 162323 | 787715 | BORDERVIEW GROCERY | RT 11 & RIDGE ROA | CHAMPLAIN | NY | 12919 | 1 | | | | (518) 298-3050 |
| 162302 | 162320 | 508066 | SHARKEY'S II | WICKER STREET | TICONDEROGA | NY | 12883 | 1 | | | | (518) 585-3577 |
| 162302 | 162320 | 766966 | SHARKEY'S I | MONTICM | TICONDEROGA | NY | 12883 | 1 | | | | (518) 585-7527 |

PAGE BREAK TOTAL ACCOUNTS 14 TOTAL QUANTITY 14

TEMPLATE TOTAL ACCOUNTS 14 TOTAL QUANTITY 14

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